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2/10/58

fashion calendar

january

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february

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december

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON GIVEN BY WHERE

WEEK ENDING FRIDAY, FEBRUARY 7, 1958

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

THURSDAY, FEBRUARY 6

Jobere, Inc.	11:45 A.M.	530 7th (30 Fl) PE. 6-1938
Nat Kaplan, Inc.	1:15 P.M.	498 7th (21 Fl) LO. 5-4115
Branell	2:30 P.M.	530 7th (27 Fl) PE. 6-6983

FRIDAY, FEBRUARY 7

Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl) LO. 3-0988
David E. Gottlieb, Inc.	2:15 P.M.	530 7th (4 Fl) LO. 5-2727
Grobe Originals, Inc.	Continuous daily	498 7th (16 Fl) BR. 9-8394
Martin Simon, Inc.	Continuous daily	498 7th (7 Fl) LA. 4-2877

TUESDAY, FEBRUARY 11

Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl) CH. 4-1542
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl) LA. 4-7540
Harvey Berin, Ltd.	1:00 P.M.	530 7th (7 Fl) PE. 6-0206
Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl) LO. 4-0462
Ed Gerrick, Inc.	4:00 P.M.	550 7th (7 Fl) LO. 4-1820

WEDNESDAY, FEBRUARY 12

Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl) CH. 4-2617
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Thursday Feb. 6 10:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Continuous thereafter. Publ: Mrs. Pleasants Pennington, OX. 5-4270.	J. R. McMULLEN CO. 530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
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Thursday Feb. 6 11:30 A.M. Luncheon	OPENING OF SUMMER DRESS COLLECTION Showing of young misses dresses designed by Mr. Sidney; continuous daily thereafter at 11:30 A.M. Contact: Miss Kitty, BR. 9-9570.	MERVIN ROSS, INC. 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
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Thursday Feb. 6 11:30 A.M.	OPENING: SPRING AND SUMMER COUTURE FASHIONS Daily showings at 11:30 A.M. Contact: Alice Geller, CH. 4-5693.	COUNTESS ALEXANDER 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
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Thursday Feb. 6 12:00 Noon Luncheon	"100 YEARS OF FASHION"--LUNCHEON "Evolution in Design"--100 years of Fashion, reviewed and commented on by Van Day Truex. Live tableaux will coordinate interiors with apparel; also preview of slides from Paul McCobb's special Akron Museum exhibit. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON) ROOSEVELT HOTEL BALLROOM
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Thursday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. <u>Daily showing thereafter at 1:15.</u> Contact: Genevieve Cawley, LO. 5-4115. Publ: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT KAPLAN, INC. 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 6 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Showings at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Feb. 6 2:30 P.M.	SHOWINGS OF SUMMER COLLECTION Showings on Wed., Thurs., Fri., at 2:30. Contact: Miss Fritz, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 6 4:00 P.M.	SUMMER COLLECTION BY DONALD BROOKS Preview for press and buyers of Donald Brooks' Summer collection. Showing also Feb. 13 at 4:00 P.M. By invitation. Contact: LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 7 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Showings also on Feb. 11 and 13 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 7 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview by invitation. Trade showing Tues., Feb. 11; daily thereafter at 10:30. By reservation. Contact: Jerome Silverman, LO. 4-0616.	SYLVAN RICH FOR MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Hannah Troy's Summer dresses will be shown daily at 1:00 P.M. By appointment. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Feb. 7 2:00 P.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection. By invitation. Beginning Tues., Feb. 11, daily at 11:30. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Friday Feb. 7	OPENING OF SUMMER COLLECTION Martin Simon's Summer collection, continuous daily. Contact: LA. 4-2877.	MARTIN SIMON, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Feb. 7- Feb. 13	BOY SCOUT ANNIVERSARY WEEK. Contact: Boy Scouts of America, 2 Park Avenue, LE. 2-0985.		
Feb. 9- Feb. 15	NATIONAL ADVERTISING WEEK. Contact: Advertising Federation of America, 250 West 57th St., CI. 6-2431.		

WEEK BEGINNING MONDAY, FEBRUARY 10, 1958

Beginning Monday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection of all-occasion dresses at 1:00 P.M. daily. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily thereafter at 10:30 A.M. By invitation. Contact: LO. 5-7514.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 10 4:00 P.M.	PREVIEW: SUMMER DRESSES DESIGNED BY KASPER Showings Feb. 10, 11, 12, 18 at 4:00 P.M. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 10	OPENING OF SUMMER JUNIOR COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Monday Feb. 10- Feb. 21	"TWO WEEKS WITH PAY CAPSULE CLINICS Charm will preview their Summer (May-June issue) ready-to-wear and travel accessories. Open only to retailers, buyers, divisional merchandise managers, promotion directors, fashion coordinators, advertising directors. Daily showings: 9:00 A.M.-12:00 Noon, 2:00 P.M. - 5:00 P.M. merchandise-promotion clinics; 9:00 A.M. personalized store group meetings, by appointment only. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Monday Feb. 10- Feb. 11 10:00 A.M.- 11:00 P.M.	EIGHTY-SECOND ANNUAL DOG SHOW Over 2500 dogs of 107 different breeds will be presented with "Gun Dogs In Action" as Tuesday night's regular feature. Admission: \$2.50. Contact: Thelma Boalbey, PL. 3-9535.	WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Tuesday Feb. 11 9:30 A.M. Breakfast	PREVIEW: SPRING BRIDAL & TROUSSEAU FASHIONS The press will preview Spring bridal gowns, also trousseaux fashions for juniors and misses. By invitation. <u>Customer showing</u> at 5:45 P.M., on the Young 3rd Floor. Publicity: Belle Gillis, MU. 8-6800.	TAILORED WOMAN	3RD FLOOR BRIDAL SALON
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Daily showing at 12:00 Noon. Contact: BR. 9-5012.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 11 12:00 Noon Luncheon	OPENING: SUMMER DRESSES & SPORTSWEAR Lunch (12:00) showing (12:30) Feb. 11, 12, 13 and Feb. 17 through 19. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 11, 12, 13, 18 and 20. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 11 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Oleg Cassini will preview his Summer collection to press and buyers. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 11 1:15 P.M.	OPENING: SUMMER DRESS COLLECTION Daily showing of Gothe' Summer cocktail, dinner and evening dresses at 1:15 P.M. Contact: Lucile Gordon, LO. 5-2727.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection daily at 2:30 P.M. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Thereafter, Feb. 11-13, 18-20 and 26. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH CO., INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening fashions: Feb. 11, 12, 13, 18, 19 and 20 at 3:45 P.M. Contact: Berdine Devine, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 11 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection, designed by Liz Claiborne. By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Tuesday Feb. 11 4:00 P.M. Cocktails	PRESS PREVIEW: "SPECIAL EDITIONS" BY ANNE FOGARTY Premiere showing of Anne Fogarty's Summer "Special Editions" collection for Leonard Arkin & Son. By invitation. Thereafter Feb. 12-21 at 3:00. By invitation. Contact: Nancy English, WI. 7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Mignon will present their Summer collection of afternoon and cocktail dresses at continuous daily showings. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Wednesday).		
Wednesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SWEATERS & ENSEMBLES Fall collection of Korrigan Lesur sweaters and ensembles designed by Mme. Kermaingant who will be present. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CO. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU- 11TH FL.
Wednesday Feb. 12 4:00 P.M.	OPENING OF SUMMER COLLECTION Samuel Winston's Summer collection, designed by Roxanne. Daily thereafter at 4:00 P.M. By appointment. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 13 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION Preview of Gimbel's Spring shoes. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR SHOE SALON
Thursday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings of Jane Derby's Summer collection, Feb. 13, 14, 18 and 20 at 10:30 A.M. By appointment. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 13 12:30 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Showing of Spring collection. Press by invitation. Public by reservation; contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez will preview his Summer collection to the press. By invitation. Trade showings, beginning Friday, Feb. 14 at 12:00 Noon in showroom daily. Contact: LO. 4-5820. Publ: Eleanor Lambert, MU. 8-2130.	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Feb. 14	VALENTINE'S DAY (Friday).		
Friday Feb. 14 2:30 P.M.	OPENING OF SUMMER COLLECTION Pauline Trigere's collection will be presented at 2:30 P.M., Feb. 14, 18, 20 and 26. By appointment. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Feb. 14	NATIONAL ADVERTISED BRANDS WEEK (Feb. 14 - 24).		
Monday Feb. 17 12:30 P.M. Luncheon	PREVIEW: NEW MODELS IN SEWING MACHINES Necchi will present their new models to the press. By invitation. Publ: Tecla de Volco at Klingman & Spencer, 54 Park Avenue, MU. 5-5436.	NECCHI SEWING MACHINE CORP. (164 WEST 25 ST.)	HOTEL PIERRE ROOF GARDEN
Monday Feb. 17- Feb. 23	TWELFTH ANNUAL NAT'L PHOTOGRAPHIC SHOW Newest in cameras and camera equipment, including cameras from Japan, Switzerland and West Germany. Publicity: Saul Krieg Assoc., PL. 3-1543.	NATIONAL PHOTOGRAPHIC SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Tuesday Feb. 18 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING "MISS BERGDORF" FASHIONS Showing Virginie of Paris originals and adaptations exclusively for Miss Bergdorf. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Feb. 19	ASH WEDNESDAY (First Day of Lent).		
Wednesday Feb. 19 10:00 A.M. Breakfast	PREVIEW: SPRING COATS & SUITS Gimbels will preview their Spring coat and suit collection to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BRIDAL SALON
Wednesday Feb. 19 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy maternity fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Page Boy Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS	HOTEL PIERRE COTILLION ROOM
Thursday Feb. 20 9:30 A.M. Coffee	PREVIEW: IMPORTED GIFTS AND HOME ACCESSORIES Press preview of imported gifts and decorative home accessories. By invitation. Publicity: Mark Klauser, OX. 5-4000, Ext. 211.	OHRBACH'S	4TH FLOOR BOUTIQUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 20 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON B. Altman will present Spring fashions by Peter Hedges. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000, Ext. 176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Coordinator: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 20 12:30 P.M. Luncheon	PRESS PREVIEW OF DANISH COOKWARE Presentation of Voss Danish cookware to the press at a "Danish Pot Luck Luncheon." By invitation. Publicity: Claire Coleman at Roy Bernard Co., 14 East 62nd Street, TE. 8-2930.	SCHMID BROS., INC. (BOSTON, MASS.)	HOTEL PLAZA BAROQUE SUITE
Feb. 22	WASHINGTON'S BIRTHDAY (Saturday).		
Monday Feb. 24 10:00 A.M.- 6:00 P.M.	PRESS TOUR: NEW MASSACHUSETTS FACTORY Schwartz & Benjamin will transport the press by American Airlines from LaGuardia Airport at 10:00 A.M., to Boston for lunch. They will inspect the new Customcraft Shoe plant in Lynn, followed by cocktails and return flight, arriving in New York about 6:00 P.M. By invitation. Publicity: Carolyn Sadow at Frederick-Clinton Co., MU. 2-7433.	SCHWARTZ & BENJAMIN (112 WEST 34TH STREET)	LYNN, MASSACHUSETTS
Monday Feb. 24 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Carrie Munn will present her collection of Spring fashions. Press by invitation. Public by reservation; contact: PL. 5-1000. Carrie Munn Contact: PL. 7-6334. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790.	CARRIE MUNN (6 WEST 57TH ST.)	HOTEL AMBASSADOR BALLROOM
Tuesday Feb. 25 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Showing of Gimbels' Spring millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR FRENCH ROOM

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Feb. 25	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130
Monday March 3	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	754 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Tuesday March 4	<u>SAKS FIFTH AVE.</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Designed by Count Sarmi)	PUBL: RASPONI ASSOC.,	TE. 8-8171
Thursday March 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Wednesday March 12	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 25 3:00 P.M.	PRESS PREVIEW: SPRING-SUMMER CUSTOM COLLECTION Eleanora Garnett will preview her Spring and Summer custom-made collection. By invitation. Publ: Elizabeth Maher Assoc., 424 Madison, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 25- Feb. 26	SEMI-ANNUAL LEATHER SHOW Exhibit hours: Feb. 25:--9:00 A.M. to 7:00 P.M. Feb. 26:--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 5th, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 26 8:30 A.M. Breakfast	PREVIEW: BOYS' SUMMER FASHIONS "A New Look In Boys' Fashions"--designed by Bill Beaton. For press and buyers, by invitation. Publicity: Madeline Christopher at Mad-Lyn Assoc., 55 West 42nd St., BR. 9-5967.	MINIKIN TOGS, INC. (112 WEST 34TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 12:30 P.M. Luncheon	SPRING INTO SUMMER FASHIONS AT LUNCHEON A. P. Silk Co. will present fashions in new fabrics by leading designers. Hats by Laddie Northridge. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. A.P. Silk Publicity: Countess Dolfin, LO. 4-3335. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	A. P. SILK CO. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 2:30 P.M.	SEMI-ANNUAL SHOE CLINIC Shoe conference with editors of "Harper's Bazaar" interpreting silhouette, fabric and leather trends that will influence Fall and Winter shoe fashions; also incoming shoe design trends. Admission by ticket. Contact: Mr. Edward J. McDonald, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 27 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ACCESSORIES Ohrbach's will preview Spring fashions, featuring millinery, shoes, gloves, handbags, neckwear and jewelry. By invitation. Publicity: Mark Klauser, OX. 5-4000, Ext. 211.	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
Thursday Feb. 27 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his Spring and Summer custom-order collection. By invitation. Publicity: Nona James, 23 East 39th St., MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Postponed Feb. 28	MACY'S PRESS PREVIEW OF IMPORTS, ORIGINALLY SCHEDULED FOR FRIDAY, FEB. 28, AT 9:30 A.M., HAS BEEN POSTPONED. (<u>New Date Later.</u>)		
Tuesday March 4 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Luncheon showing of Spring fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 5-1000. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790.	TRIGERE, INC. (550 SEVENTH AVE.)	HOTEL AMBASSADOR BALLROOM
Thursday March 6 11:30 A.M.	HOWARD GREER SPRING-INTO SUMMER COLLECTION Jay Thorpe will present Howard Greer's Spring-Into-Summer collection to the press. By invitation. Publicity: Gloria Palter, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 6 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Showing of Spring coats and suits by Harry Frechtel, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Frechtel contact: PE. 6-1310. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 W. 39TH ST.)	HOTEL PLAZA PERSIAN ROOM
Sunday March 9- March 15	INTERNATIONAL FLOWER SHOW Forty-first annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club, will have as its theme "The World Is Your Garden" and "International Exhibits from Abroad". Tickets: \$2.00 (adults); 90¢ (children). Publicity: Oristano Assoc., MU. 7-6844.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday March 10 3:00 P.M.	PRESS PREVIEW: READY- TO-WEAR COLLECTION Hattie Carnegie will present her ready-to-wear collection to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SAON
Tuesday March 11 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf will present their import collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday March 13 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT COPIES Ohrbach's will preview their import copies of Spring coats, suits and dresses from Paris, Italy and London. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday March 13 12:30 P.M. Luncheon	SPRING DRESSES AT LUNCHEON SHOW Showing of Spring fashions by Abe Schrader, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Friday March 14 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS Semi-annual import fashion show at <u>9:00 A.M. (breakfast)</u> and <u>12:00 Noon (luncheon)</u> . More details later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday March 18 12:00 Noon Luncheon	PRESS PREVIEW OF FALL KNITWEAR Luncheon at 12:00 Noon, followed by a showing of Fall knitwear by Olympic at 1:00 P.M. Publicity: Phyllis Youngheart, 400 East 58th, PL. 1-0752.	OLYMPIC KNITWEAR, INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday March 19 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION "On The Town"--preview of infant through sub-teen sweater fashions made of Tycora yarn. By invitation. Preview for buyers at cocktails, Wed., March 19, 4:00 P.M. By invitation. Publicity: Alma Triner at Daniel J. Edelman & Assoc., 40 East 34th St., LE. 2-3933.	KNITOWN TOGS (1350 BROADWAY)	WALDORF-ASTORIA LE PERROQUET SUITE

MOVIES...THEATRE...OPERA

- Tuesday
Feb. 6 PREMIERE: "WITNESS FOR THE PROSECUTION" (Movie) ASTOR & PLAZA THEATRES
Edward Small will present the United Artists' release, starring Tyrone Power, Marlene Dietrich and Charles Laughton, featuring Elsa Lanchester in the adaptation of Agatha Christie's suspense novel. Producer: Arthur Hornblower. Director: Billy Wilder. Publ.: Tess Michaels, CI. 5-6000.
- Thursday
Feb. 6 OPENING: "INTERLOCK" ANTA PLAYHOUSE, 245 WEST 52ND STREET
Celeste Holm, Maximilian Schell and Rosemary Harris will star in a psychological melodrama by Ira Levin and presented by Richard Myers, Julius Fleischmann and Walter N. Trenerry. Director: Philip Burton. Costumes: Robert Mackintosh. Publicity: Harvey Sabinson, CI. 6-0856.
- Monday
Feb. 10 SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Feb. 10: Verdi's "LA TRAVIATA". Wed., Feb. 12: Verdi's "AIDA".
Thurs., Feb. 13: Donizetti's "LUCIA DI LAMMERMOOR". Fri., Feb. 14:
Wagner's "DIE WALKUERE". Sat., Mat., Feb. 15: Puccini's "LA BOHEME".
Sat., Eve., Feb. 15: Barber's "VANESSA". Publicity: Francis Robinson,
PE. 6-1200.
- Tuesday
Feb. 11 OPENING: "CLOUD SEVEN" JOHN GOLDEN THEATRE, 246 WEST 46TH ST.
Ralph Meeker and Martha Scott starring in the Max Wilk comedy, presented by Milton Baron and Marshall Earl. Director: Dennis King. Costumes: Alice Gibson. Publicity: James Proctor and Merle Debuskey, MU. 7-5084.
- Wednesday
Feb. 12 OPENING: "THE ENTERTAINER" BELASCO THEATRE, 111 WEST 44TH STREET
David Merrick will present the Henry Denker play for a limited engagement, starring Laurence Olivier and featuring Joan Plowright. Director: Tony Richardson. Publicity: Jacobson-Harmon, CH. 4-1482.
- Wednesday
Feb. 19 OPENING: "PORTOFINO" ADELPHI THEATRE, 152 WEST 54TH STREET
Georges Guetary, Helen Gallagher and Robert Strauss will star in the musical comedy, with Jan Chaney and Dick Price, presented by Richard Ney and Louis Bellson. Director: John Larson. Sets and lighting: Wolfgang Roth. Costumes: Patton Campbell. Publicity: David Lipsky, CH. 4-5185.
- Wednesday
Feb. 19 OPENING: "ANNIE GET YOUR GUN" NEW YORK CITY CENTER, 131 WEST 55TH ST.
N.Y. City Center Light Opera Co., will present the musical comedy, starring Martha Raye. Director: Donald Burr. Sets and lighting: George Jenkins. Music and lyrics: Irving Berlin. Costumes: Florence Klotz. Publicity: Tom Trinkle, JU. 6-2828.
- Thursday
Feb. 20 OPENING: "THE DAY THE MONEY STOPPED" BELASCO THEATRE, 111 WEST 44TH ST.
Stanley Gilkey and Producers Theatre will present Maxwell Anderson's dramatization based on the novel by Brendoan Gill, starring Richard Basehart with Mildred Natwick and Kevin McCarthy. Director: Harold Clurman. Sets and lighting: Jo Mielziner. Publ.: Barry Hyams, CO. 5-4784.
- Thursday
Feb. 27 OPENING: "BLUE DENIM" PLAYHOUSE THEATRE, 137 WEST 48TH ST.
Chester Morris, June Walker, Carol Lynley, Burt Brinckerhoff and Warren Berlinger will star in the James Leo Herlihy and William Noble play, presented by James Hammerstein and Barbara Wolferman. Director: Joshua Logan. Settings: Peter Larkin. Costumes: Alvin Colt. Publicity: Sol Jacobson, CH. 4-1482.